



Tapestry Segmentation Area Profile

Ranked by Households

Prepared by ARMS

Counties: Coffee, AL

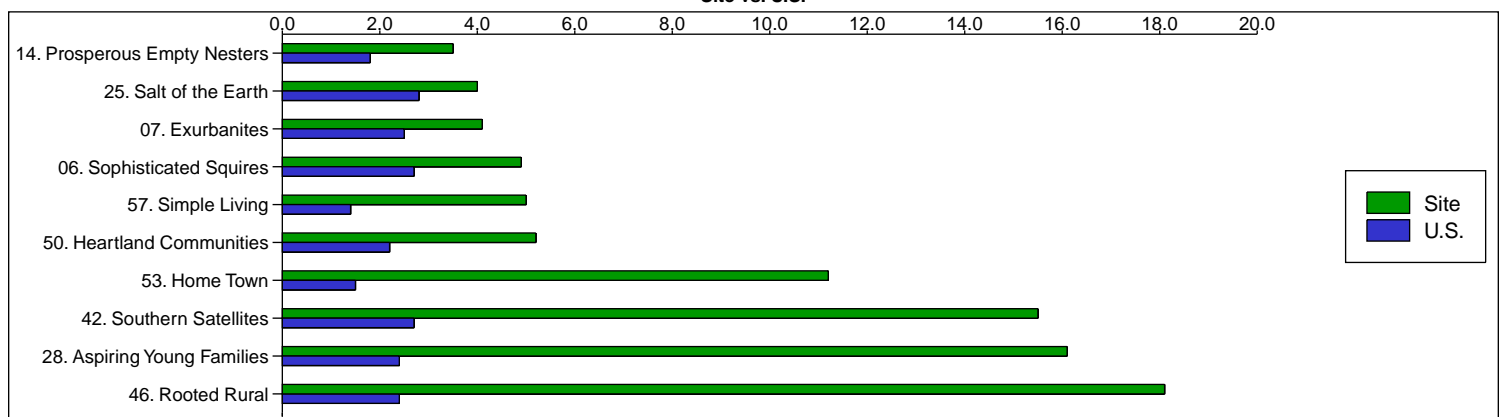
Top Twenty Tapestry Segments

Tapestry segment descriptions can be found at <http://www.esri.com/library/whitepapers/pdfs/community-tapestry.pdf>

Rank	Tapestry Segment	Households		U.S. Households		Index
		Percent	Cumulative Percent	Percent	Cumulative Percent	
1	46. Rooted Rural	18.1%	18.1%	2.4%	2.4%	743
2	28. Aspiring Young Families	16.1%	34.2%	2.4%	4.8%	684
3	42. Southern Satellites	15.5%	49.7%	2.7%	7.5%	570
4	53. Home Town	11.2%	60.9%	1.5%	9.0%	766
5	50. Heartland Communities	5.2%	66.1%	2.2%	11.2%	240
	Subtotal	66.1%		11.2%		
6	57. Simple Living	5.0%	71.1%	1.4%	12.6%	350
7	06. Sophisticated Squires	4.9%	76.0%	2.7%	15.3%	180
8	07. Exurbanites	4.1%	80.1%	2.5%	17.8%	163
9	25. Salt of the Earth	4.0%	84.1%	2.8%	20.6%	146
10	14. Prosperous Empty Nesters	3.5%	87.6%	1.8%	22.4%	192
	Subtotal	21.5%		11.2%		
11	56. Rural Bypasses	3.5%	91.1%	1.5%	23.9%	233
12	33. Midlife Junction	3.2%	94.3%	2.5%	26.4%	127
13	37. Prairie Living	1.7%	96.0%	1.0%	27.4%	170
14	32. Rustbelt Traditions	1.6%	97.6%	2.8%	30.2%	57
15	29. Rustbelt Retirees	1.2%	98.8%	2.1%	32.3%	57
	Subtotal	11.2%		9.9%		
16	62. Modest Income Homes	1.1%	99.9%	1.0%	33.3%	105
	Total	99.9%		33.3%		299

Top Ten Tapestry Segments

Site vs. U.S.

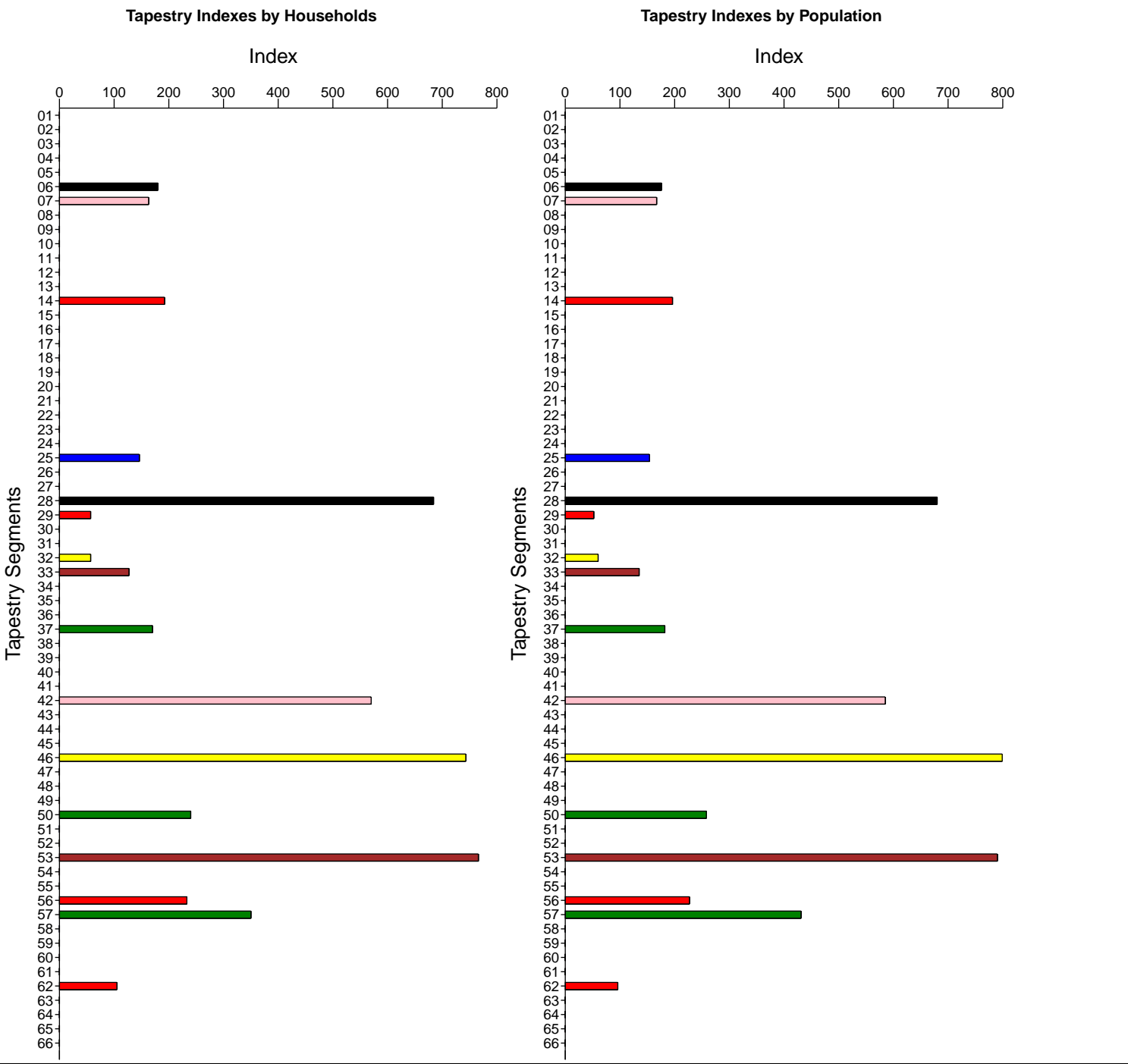


Percent of Households by Tapestry Segment

Source: ESRI



Counties: Coffee, AL



Source: ESRI



Tapestry Segmentation Area Profile

LifeMode Groups
Prepared by ARMS

Counties: Coffee, AL

Tapestry LifeMode Groups	2008 Households			2008 Population		
	Number	Percent	Index	Number	Percent	Index
Total	19,532	100.0%		47,393	100.0%	
L1. High Society	1,758	9.0%	71	4,622	9.8%	70
01 Top Rung	0	0.0%	0	0	0.0%	0
02 Suburban Splendor	0	0.0%	0	0	0.0%	0
03 Connoisseurs	0	0.0%	0	0	0.0%	0
04 Boomburbs	0	0.0%	0	0	0.0%	0
05 Wealthy Seaboard Suburbs	0	0.0%	0	0	0.0%	0
06 Sophisticated Squires	962	4.9%	180	2,588	5.5%	176
07 Exurbanites	796	4.1%	163	2,034	4.3%	167
L2. Upscale Avenues	0	0.0%	0	0	0.0%	0
09 Urban Chic	0	0.0%	0	0	0.0%	0
10 Pleasant-Ville	0	0.0%	0	0	0.0%	0
11 Pacific Heights	0	0.0%	0	0	0.0%	0
13 In Style	0	0.0%	0	0	0.0%	0
16 Enterprising Professionals	0	0.0%	0	0	0.0%	0
17 Green Acres	0	0.0%	0	0	0.0%	0
18 Cozy and Comfortable	0	0.0%	0	0	0.0%	0
L3. Metropolis	208	1.1%	20	463	1.0%	19
20 City Lights	0	0.0%	0	0	0.0%	0
22 Metropolitans	0	0.0%	0	0	0.0%	0
45 City Strivers	0	0.0%	0	0	0.0%	0
51 Metro City Edge	0	0.0%	0	0	0.0%	0
54 Urban Rows	0	0.0%	0	0	0.0%	0
62 Modest Income Homes	208	1.1%	105	463	1.0%	96
L4. Solo Acts	0	0.0%	0	0	0.0%	0
08 Laptops and Lattes	0	0.0%	0	0	0.0%	0
23 Trendsetters	0	0.0%	0	0	0.0%	0
27 Metro Renters	0	0.0%	0	0	0.0%	0
36 Old and Newcomers	0	0.0%	0	0	0.0%	0
39 Young and Restless	0	0.0%	0	0	0.0%	0
L5. Senior Styles	2,906	14.9%	120	6,774	14.3%	137
14 Prosperous Empty Nesters	691	3.5%	192	1,568	3.3%	196
15 Silver and Gold	0	0.0%	0	0	0.0%	0
29 Rustbelt Retirees	235	1.2%	57	461	1.0%	52
30 Retirement Communities	0	0.0%	0	0	0.0%	0
43 The Elders	0	0.0%	0	0	0.0%	0
49 Senior Sun Seekers	0	0.0%	0	0	0.0%	0
50 Heartland Communities	1,010	5.2%	240	2,359	5.0%	258
57 Simple Living	970	5.0%	350	2,386	5.0%	431
65 Social Security Set	0	0.0%	0	0	0.0%	0
L6. Scholars & Patriots	0	0.0%	0	0	0.0%	0
40 Military Proximity	0	0.0%	0	0	0.0%	0
55 College Towns	0	0.0%	0	0	0.0%	0
63 Dorms to Diplomas	0	0.0%	0	0	0.0%	0

Source: ESRI



Tapestry Segmentation Area Profile

LifeMode Groups
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Counties: Coffee, AL

Tapestry LifeMode Groups	2008 Households			2008 Population		
	Number	Percent	Index	Number	Percent	Index
Total	19,532	100.0%		47,393	100.0%	
L7. High Hopes	3,139	16.1%	393	7,295	15.4%	403
28 Aspiring Young Families	3,139	16.1%	684	7,295	15.4%	680
48 Great Expectations	0	0.0%	0	0	0.0%	0
L8. Global Roots	0	0.0%	0	0	0.0%	0
35 International Marketplace	0	0.0%	0	0	0.0%	0
38 Industrious Urban Fringe	0	0.0%	0	0	0.0%	0
44 Urban Melting Pot	0	0.0%	0	0	0.0%	0
47 Las Casas	0	0.0%	0	0	0.0%	0
52 Inner City Tenants	0	0.0%	0	0	0.0%	0
58 NeWest Residents	0	0.0%	0	0	0.0%	0
60 City Dimensions	0	0.0%	0	0	0.0%	0
61 High Rise Renters	0	0.0%	0	0	0.0%	0
L9. Family Portrait	0	0.0%	0	0	0.0%	0
12 Up and Coming Families	0	0.0%	0	0	0.0%	0
19 Milk and Cookies	0	0.0%	0	0	0.0%	0
21 Urban Villages	0	0.0%	0	0	0.0%	0
59 Southwestern Families	0	0.0%	0	0	0.0%	0
64 City Commons	0	0.0%	0	0	0.0%	0
L10. Traditional Living	934	4.8%	55	2,176	4.6%	55
24 Main Street, USA	0	0.0%	0	0	0.0%	0
32 Rustbelt Traditions	316	1.6%	57	761	1.6%	60
33 Midlife Junction	618	3.2%	127	1,415	3.0%	135
34 Family Foundations	0	0.0%	0	0	0.0%	0
L11. Factories & Farms	7,042	36.1%	380	17,134	36.2%	387
25 Salt of the Earth	790	4.0%	146	1,997	4.2%	154
37 Prairie Living	336	1.7%	170	873	1.8%	182
42 Southern Satellites	3,037	15.5%	570	7,405	15.6%	585
53 Home Town	2,189	11.2%	766	5,225	11.0%	790
56 Rural Bypasses	690	3.5%	233	1,634	3.4%	227
L12. American Quilt	3,545	18.1%	195	8,929	18.8%	204
26 Midland Crowd	0	0.0%	0	0	0.0%	0
31 Rural Resort Dwellers	0	0.0%	0	0	0.0%	0
41 Crossroads	0	0.0%	0	0	0.0%	0
46 Rooted Rural	3,545	18.1%	743	8,929	18.8%	799
66 Unclassified	0	0.0%	0	0	0.0%	0

Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The Index is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the U.S. average. Tapestry segment descriptions can be found at <http://www.esri.com/library/whitepapers/pdfs/community-tapestry.pdf>

Source: ESRI



Tapestry Segmentation Area Profile

Urbanization Groups

Prepared by ARMS

Counties: Coffee, AL

Tapestry Urbanization Groups	2008 Households			2008 Population		
	Number	Percent	Index	Number	Percent	Index
Total	19,532	100.0%		47,393	100.0%	
U1. Principal Urban Centers I	0	0.0%	0	0	0.0%	0
08 Laptops and Lattes	0	0.0%	0	0	0.0%	0
11 Pacific Heights	0	0.0%	0	0	0.0%	0
20 City Lights	0	0.0%	0	0	0.0%	0
21 Urban Villages	0	0.0%	0	0	0.0%	0
23 Trendsetters	0	0.0%	0	0	0.0%	0
27 Metro Renters	0	0.0%	0	0	0.0%	0
35 International Marketplace	0	0.0%	0	0	0.0%	0
44 Urban Melting Pot	0	0.0%	0	0	0.0%	0
U2. Principal Urban Centers II	0	0.0%	0	0	0.0%	0
45 City Strivers	0	0.0%	0	0	0.0%	0
47 Las Casas	0	0.0%	0	0	0.0%	0
54 Urban Rows	0	0.0%	0	0	0.0%	0
58 NeWest Residents	0	0.0%	0	0	0.0%	0
61 High Rise Renters	0	0.0%	0	0	0.0%	0
64 City Commons	0	0.0%	0	0	0.0%	0
65 Social Security Set	0	0.0%	0	0	0.0%	0
U3. Metro Cities I	0	0.0%	0	0	0.0%	0
01 Top Rung	0	0.0%	0	0	0.0%	0
03 Connoisseurs	0	0.0%	0	0	0.0%	0
05 Wealthy Seaboard Suburbs	0	0.0%	0	0	0.0%	0
09 Urban Chic	0	0.0%	0	0	0.0%	0
10 Pleasant-Ville	0	0.0%	0	0	0.0%	0
16 Enterprising Professionals	0	0.0%	0	0	0.0%	0
19 Milk and Cookies	0	0.0%	0	0	0.0%	0
22 Metropolitans	0	0.0%	0	0	0.0%	0
U4. Metro Cities II	3,139	16.1%	148	7,295	15.4%	156
28 Aspiring Young Families	3,139	16.1%	684	7,295	15.4%	680
30 Retirement Communities	0	0.0%	0	0	0.0%	0
34 Family Foundations	0	0.0%	0	0	0.0%	0
36 Old and Newcomers	0	0.0%	0	0	0.0%	0
39 Young and Restless	0	0.0%	0	0	0.0%	0
52 Inner City Tenants	0	0.0%	0	0	0.0%	0
60 City Dimensions	0	0.0%	0	0	0.0%	0
63 Dorms to Diplomas	0	0.0%	0	0	0.0%	0
U5. Urban Outskirts I	316	1.6%	15	761	1.6%	14
04 Boomburbs	0	0.0%	0	0	0.0%	0
24 Main Street, USA	0	0.0%	0	0	0.0%	0
32 Rustbelt Traditions	316	1.6%	57	761	1.6%	60
38 Industrious Urban Fringe	0	0.0%	0	0	0.0%	0
48 Great Expectations	0	0.0%	0	0	0.0%	0

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	Number	Percent	Index	Number	Percent	Index
Total	19,532	100.0%		47,393	100.0%	
U6. Urban Outskirts II	1,178	6.0%	117	2,849	6.0%	114
51 Metro City Edge	0	0.0%	0	0	0.0%	0
55 College Towns	0	0.0%	0	0	0.0%	0
57 Simple Living	970	5.0%	350	2,386	5.0%	431
59 Southwestern Families	0	0.0%	0	0	0.0%	0
62 Modest Income Homes	208	1.1%	105	463	1.0%	96
U7. Suburban Periphery I	2,449	12.5%	80	6,190	13.1%	81
02 Suburban Splendor	0	0.0%	0	0	0.0%	0
06 Sophisticated Squires	962	4.9%	180	2,588	5.5%	176
07 Exurbanites	796	4.1%	163	2,034	4.3%	167
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14 Prosperous Empty Nesters	691	3.5%	192	1,568	3.3%	196
15 Silver and Gold	0	0.0%	0	0	0.0%	0
U8. Suburban Periphery II	3,042	15.6%	161	7,101	15.0%	165
18 Cozy and Comfortable	0	0.0%	0	0	0.0%	0
29 Rustbelt Retirees	235	1.2%	57	461	1.0%	52
33 Midlife Junction	618	3.2%	127	1,415	3.0%	135
40 Military Proximity	0	0.0%	0	0	0.0%	0
43 The Elders	0	0.0%	0	0	0.0%	0
53 Home Town	2,189	11.2%	766	5,225	11.0%	790
U9. Small Towns	1,010	5.2%	106	2,359	5.0%	110
41 Crossroads	0	0.0%	0	0	0.0%	0
49 Senior Sun Seekers	0	0.0%	0	0	0.0%	0
50 Heartland Communities	1,010	5.2%	240	2,359	5.0%	258
U10. Rural I	790	4.0%	36	1,997	4.2%	37
17 Green Acres	0	0.0%	0	0	0.0%	0
25 Salt of the Earth	790	4.0%	146	1,997	4.2%	154
26 Midland Crowd	0	0.0%	0	0	0.0%	0
31 Rural Resort Dwellers	0	0.0%	0	0	0.0%	0
U11. Rural II	7,608	39.0%	506	18,841	39.8%	526
37 Prairie Living	336	1.7%	170	873	1.8%	182
42 Southern Satellites	3,037	15.5%	570	7,405	15.6%	585
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56 Rural Bypasses	690	3.5%	233	1,634	3.4%	227
66 Unclassified	0	0.0%	0	0	0.0%	0

Data Note: This report identifies neighborhood segments in the area, and describes the settlement density of the immediate neighborhood. The Index is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the U.S. average.

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